

**SCOTTSDALE PRIDE COMMITTEE
ONE CIVIC CENTER
7447 E. INDIAN SCHOOL
THIRD FLOOR CONFERENCE ROOM
SCOTTSDALE, AZ
JULY 8, 2004**

PRESENT: Chandra Bonfiglio, Chair
Cristina Lenko, Vice Chair
Richard Gayle
Lisa Haskell
Don Scott
Zachary Stahmer
Sonnie Stevens
Jim Britt
Cathy Zebarth
Ronald Robbins

STAFF: Decima Sever
Rob Millar
Lisa Collins

CALL TO ORDER

Chair Bonfiglio called the regular meeting of the Scottsdale Pride Committee to order at 5:35 p.m.

APPROVAL OF THE MINUTES

June 3, 2004 meeting

A Motion was made by Ms. Stevens to approve the June 3, 2004 meeting minutes as presented. The Motion was seconded by Vice Chair Lenko and passed unanimously.

REGIONAL LITTER TASK FORCE

Ms. Sever provided an overview of a newly established Regional Litter Task force on which Scottsdale has been invited to participate. The task force was initiated by Phoenix Clean & Beautiful and involves a number of governmental, non-profit and for profit businesses. Ms. Sever provided examples of private companies involved to include the Arizona Soft Drink Association, Alliance Beverage Distributing Company, Arizona

Association of General Contractors, and R&R Partners (representing Jack in the Box, IFC, Taco Bell & Pizza Hut). She explained that these entities are often targeted as contributors to the litter problem and therefore have a vested interest in abatement. Scottsdale was asked to participate as it is an Arizona Clean & Beautiful Affiliate – one of only 2 in the valley.

Ms. Sever further explained that, very preliminarily, the task force has established 2 objectives: 1) Create a sustainable, valley-wide anti-litter message that influences behavior change, 2) Secure adopt-a-highway sponsorships for 100% of valley freeways. For the former, the task force intends to secure funding to hire a marketing firm to develop the anti-litter campaign. For the latter, the group is analyzing the current adopt-a-highway program and noting gaps so that a targeted sponsorship recruitment strategy can be developed.

Ms. Sever announced that the next meeting of the Regional Litter Task Force will be held at 9:00 on August 4, 2004 in the Bank One Building downtown. She extended an invitation to all interested board members to attend the meeting with her. She will e-mail additional meeting details closer to the date.

NEIGHBORHOOD CLEAN-UP PROJECTS

New Business Recognition Program

Ms. Stevens presented an overview of the proposed business recognition program. The goal would be to encourage building beautification. She further stated this program would fit in with the city's revitalization efforts. She explained this program should be simple. She discussed the criteria.

She explained the businesses would be recognized on the web site and every January these businesses would be recognized at a City Council meeting. At the completion of the project, they would receive a sticker that would be placed on the window acknowledging them as a Scottsdale Pride Business. She further explained as a way of monitoring these projects before and after pictures would be taken.

Ms. Sever thanked the committee stating that they started with a blank slate and put together an incredible project. She remarked regarding the stickers they might want to consider both the city logo and the revitalization bug and make sure the design is approved by CAPA. She further remarked that she would like to see this project extended outside of the downtown area once they see if it works.

Vice Chair Lenko presented information on the logo. She reported that she received a quote on the price for the decals and it would be 100 for \$534.00.

Chair Bonfiglio moved to begin the Business Recognition Program as presented. Second by Mr. Scott and passed unanimously.

Ms. Stevens requested a separate temporary committee be established for the Business Recognition program.

Chair Bonfiglio moved to establish a temporary Business Recognition subcommittee. Second by Mr. Scott and passed unanimously.

TREASURES 'N TRASH

Mr. Scott reported the Treasures 'n Trash subcommittee held an informal meeting. He passed out cards that were printed that can be used as they are soliciting prizes or donations from the merchants that will be awarded to the participants of the event.

He explained that they need to make a decision regarding hats or T-shirts. In the past they had T-shirts and last year water bottles and it was determined that the water bottles did not work because they were difficult for people to carry. It was felt that maybe hats would be a better option because people were more apt to put on a hat rather than changing into the T-shirt. With the hat option, the logo would not expire and they could be used in future years. He reported that he looked into the cost of hats and they would be in the \$7 to \$8 ranges.

He noted the other issue is regarding the coloring contest that involves the Boys and Girls club because if they went with the hat option the design would not fit. It was suggested that as an alternative they could make the coloring contest an annual event and come up with a way to award the children who participate and hang the pictures in City Hall. He further noted that it was determined that they will use gold rocks at this event. It was suggested they use the same locations that were used last year. It was suggested that they make it more convenient to allow volunteers the option of picking up their supplies prior to the event at city facilities.

He noted that committee discussed having more detailed maps and providing more detailed information at the check in stations.

Ms. Sever stated at previous meetings we have had discussions regarding using city facilities so we don't have to haul tables and chairs. It was determined that using city facilities was a good idea as long as they do some publicity regarding the change in staging areas and have signage.

The Committee continued there discussion regarding the coloring contest noting the way it is currently set up the education piece is missing. Ms. Sever stated an option would be to look into incorporating the contest into the EnviroKidsFest. She further stated that they need to determine what they are going to do for this years event. It was discussed that the time line would be to have the contest completed by the end of August. It was noted that pictures could be displayed at the check in site and at the Library. They discussed including the Y. The consensus was that the kids enjoyed the contest and they

would get together with the Director of the Boys and Girls Club, move forward with the contest, and explore other options for next year.

Mr. Scott stated regarding soliciting prizes or donations from the merchants they should keep track of who is contacted so there is not duplication.

The Committee discussed the possibility of giving out gloves since they are always requested and having hats as prizes.

COMMUNITY GARDENS

Ms. Haskell reported that there was an article in the newspaper on the community garden. She further reported that she attended the ceremony and everyone was very appreciative of the garden. She explained that the Manager at Lowe's who has been so generous has been reassigned to Texas so they have to cultivate a new relationship with the manager. She noted the Home Depot might help by donating plants but they have to go through their vender. Harper's Nursery will continue to help the next time they rotate their stock. She explained that the Committee needs to determine how many projects they would like to do each year. She suggested November for the next project.

SHOOT FOR IT CAMPAIGN

Mr. Britt provided a brief overview of his plan for the Shoot for it Campaign. The main thrust would be to create awareness for children that they need to throw garbage in a trash can. He reported there is a PSA with Shawn Marion of the Phoenix Suns that can be aired. He further reported they could have Shawn Marion show up at Scottsdale Pride event. He suggested they develop an essay contest that would be open to all school age children.

It was noted that the last time this program was presented the Committee discussed that high school clubs decorate garbage cans in the spring and clean up the school campuses. It was discussed that they could have a trash can painting competition.

Ms. Sever stated it was her recommendation that the committee either participate in the Shoot for it Campaign or the Regional Litter Task Force but not both because they don't want competing messages. It was determined the Committee would table the discussion on the Shoot for It Campaign until they have more information on Regional Litter Task Force.

Ms. Sever inquired if she had the Committee's support to continue investigating the Regional Litter Task Force to find out their goals and how we could be involved. The Committee agreed that this should be investigated further.

STAFF UPDATES

Ms. Sever reported two new committee members were appointed by City Council but there is still one vacancy so she would request their support in finding someone to apply.

Ms. Sever stated the Scottsdale Pride Committee has been invited to have a booth at the GAIN (Getting Arizona Involved in Neighborhoods) event. The purpose of the booth would be for them to pass information out about the committee and their events. The consensus was to have a table at this event.

BOARD MEMBER UPDATES

Ms. Stevens provided information on the Downtown Ambassadors program. She reported this is a volunteer group that provides tourists with information about the downtown. They also assist with surveys. She noted they stroll the streets and have a table at the ballpark where they provide information and hand out brochures. She stated that most people comment on the fact that Scottsdale does it right and that Scottsdale is a class act. She reported there would be a training session held in August for the Ambassadors Program.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 6:55 p.m.